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## ABSTRACT

Weather systems and methods are able to deliver weather information, advice, recommendations, and commands which are highly targeted. The weather systems deliver information that can be targeted to the person, the person's location, the weather, the product receiving the information, or even based on a partner relationship. The weather systems are able to deliver this information over the Internet or other types of networks to a plurality of different products, such as PDAs, computers, and mobile radiotelephones. The weather systems maximize advertising revenue by selecting the most highly targeted advertisements for delivery and adjust the rate at which individual advertisements are delivered based on fluctuations in demand. The weather systems go beyond delivering weather information and additionally offer advice or recommendations to consumers, such as recommending the placement of snow chains on cars in the late fall for consumers in mountain regions, and can also generate commands that control devices or systems, such as commands for adjusting thermostats. The weather systems allow consumers to customize the type of information they receive, where it should be delivered, how it should be formatted, and define what advice or commands are allowed. The weather systems parse data feeds and tag the data with attributes. The data is stored in modular format in a database, preferably in a common document model. A rules engine and integration engine retrieve select modules of data and combine them in a format specific to the person or product, and then deliver the information to the consumer.